

GMR
M A R K E T I N G
Gary M. Reynolds & Associates, Inc.

November 20, 1995

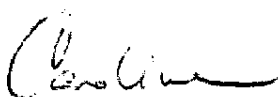
Ms. Vicki Berner
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Vicki:

Attached is the final program recap for Player's Navy Cut bar nights. We are very pleased with the reception the promotion received from the bars and from consumers. This Brand has a great future among its target demo group and the right type of bars seem to be the way to reach them.

We've enjoyed working with you and Susan on this and will be presenting a plan for 1996 to you very soon. Thanks again for your consideration and assistance.

Best regards,



Caroline M. Petty
Vice President - Marketing Development

cc: S. Jannetta - PNC

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